

Unit 4

Public Relations Practice



มหาวิทยาลัยราชภัฏนครปฐม
Nakhon Pathom Rajabhat University

Public relation practice



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Contents



The Challenge of public relations



How Public Relations Supports Marketing



Third Party Endorsement





Learning Outcome

After studying this unit you will be able to...

1

Identify word and terminology related to public relations.

2

scan and paraphrase texts by using reading strategy.

3

Express and share the opinion by using proper expression.

4

Write enquiry and invitation e-mail in simulation correctly.



01

The Challenge of public relations

“

**We're beginning to see
research that supports
the superiority of PR over
advertising to launch a brand.**

-- Al and Laura Ries, authors of *The Fall of Advertising and the Rise of Public Relations*

”

“

Marketing is transaction oriented. While public relations can be part of a marketing strategy, it has a much larger responsibility within the organization.

-- Dave Imre, an executive at Imre Communications, Baltimore

”

Lead in



Publicity and advertising both utilize mass media for dissemination of messages.



Cited: <https://www.freepik.com/vectors/camera>>Camera vector created by macrovector

Lead in



Publicity—information about an event, an individual or group, or a product—appears as a news item or feature story in the mass media or online.



Cited: <https://www.freepik.com/vectors/camera>'>Camera vector created by macrovector

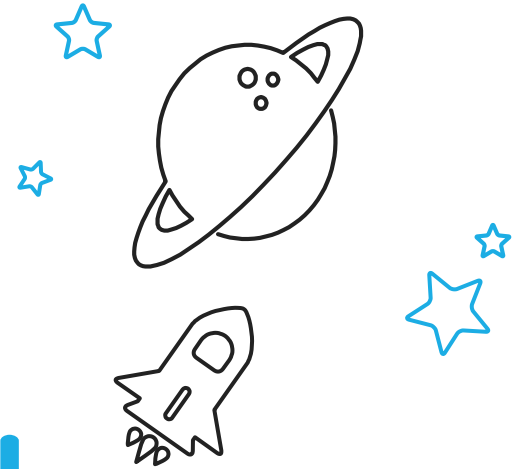


02

How Public Relations Supports Marketing



How Public Relations Supports Marketing





How Public Relations Supports Marketing

Public relations is the fifth “P” of marketing strategy, which includes four other Ps—Product, Price, Place, and Promotion.

Philip Kotler, professor of marketing at Northwestern University



Cited: '<https://www.freepik.com/photos/business>'>Business photo created by rawpixe



How Public Relations Supports Marketing

“Public relations takes longer to cultivate, but when energized, it can help pull the company into the market.”

Philip Kotler, professor of marketing at Northwestern University



Cited: '<https://www.freepik.com/photos/business>'>Business photo created by rawpixe



03

Third-Party Endorsement



In PR, There's Power in Third-Party Validation



Why Third-Party References Matter



Third-Party References Are Powerful



Third-party endorsements occur when someone other than your staff or company publicly approves or supports your products or services. This means that they have used your products or services and are satisfied with the results or experience.



Endorsement by Nick Youngson CC BY-SA 3.0 Alpha Stock Images

While third-party endorsements effectively earn customer trust, some marketers have resorted to paying influencers and bloggers to get a positive review. Instead, you should find a happy or satisfied client to share their successes or experiences with your service or products.

Cited: <https://balzac.com/public-relations-earned-media-third-party-endorsement/>



Customers and journalists are more likely to believe the reviews, stories, or experiences of actual customers. So, if you can get third-party references to share their positive experiences willingly, you're likely to gain more exposure and coverage.



<https://pix4free.org/photo/303/laptop-man-bench-notepad-pen.html>

Endorsements might even be the trigger reluctant clients need to make a purchase. They instill trust and confidence in your target customers, allowing you to convert visitors into customers quickly..

Cited: <https://balzac.com/public-relations-earned-media-third-party-endorsement/>



Dealing with your influencer Writing Email





Here are some ways to open a less formal letter/email. You can talk about the last time you contacted – or could not contact – each other.

Thank you for your letter/telephone call/email/fax.
It was a pleasure to see you again at/on ...
It was good to hear from you again.
It was a pity that we did not have more time to talk at/on ...
I am sorry that I missed you when you visited my office.

After each phrase you can add a comment.

Thank you for your letter. *It was very interesting to hear about the new developments at Wentol.*
It was good to talk to you on the telephone today. *I was sorry to hear that you had not been well.*
Thank you for your fax. *I was pleased to hear that you will visit us next month.*



Invitations

Inviting

We would be very pleased if you could come to ...
I would like to invite you to ... / attend our ...
Please let me know if you will be able to attend.

I'm writing to invite you to ...
Would you like to come to ...?
Please let me know if you can make it.

Prepare

Before the meeting it would be useful if
you could prepare ...
It would be helpful if you could bring ...

Please prepare ... before the meeting.
Please bring to the meeting ...

Accepting

Thank you for your kind invitation.
The date you suggest is fine.
I would be delighted to attend the
meeting. I am sure it will be very useful.

Thanks a lot for the invitation.
The date's fine for me.
I'd love to come to the meeting. It
sounds like a great idea.

Refusing

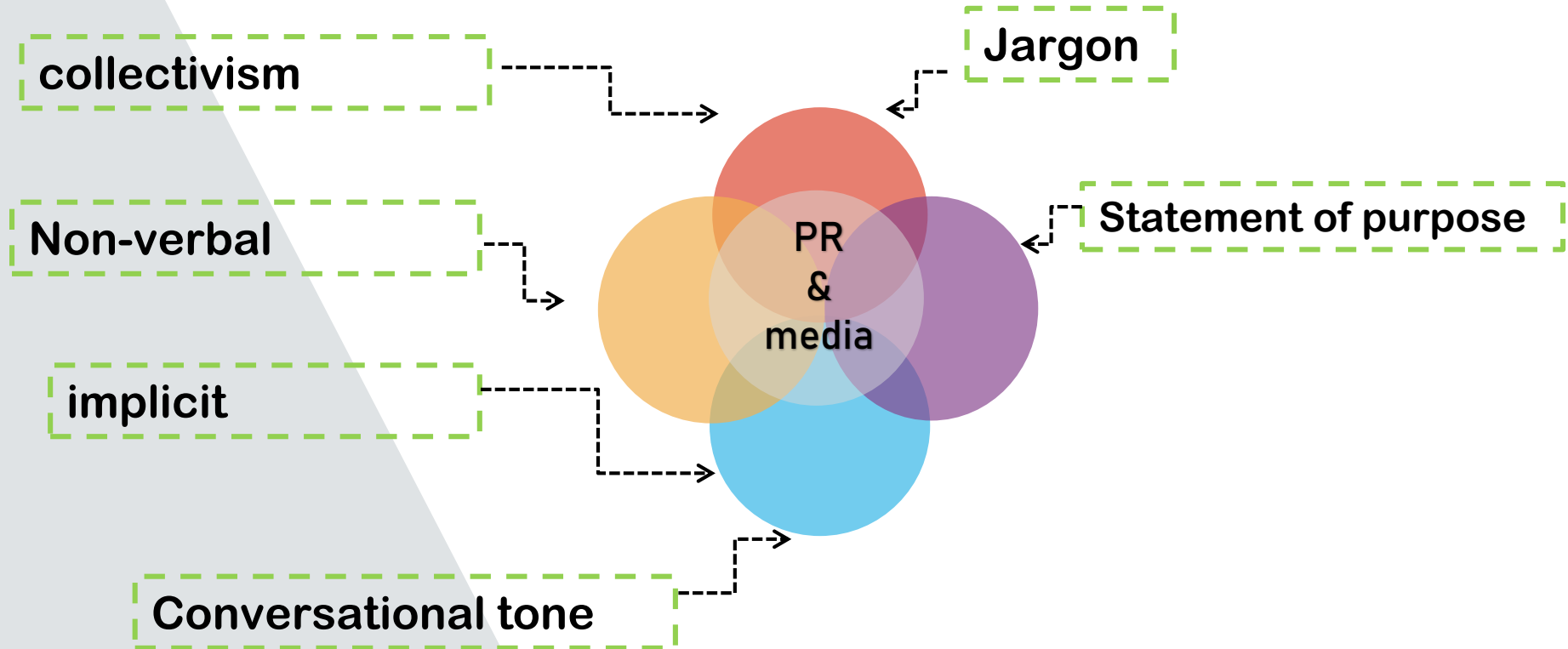
Thank you for your kind invitation.
Unfortunately, I have another appointment
on that day. Please accept my apologies.
I hope we will have the opportunity to meet
on another occasion in the near future. I am
sure that the meeting will be a great success.

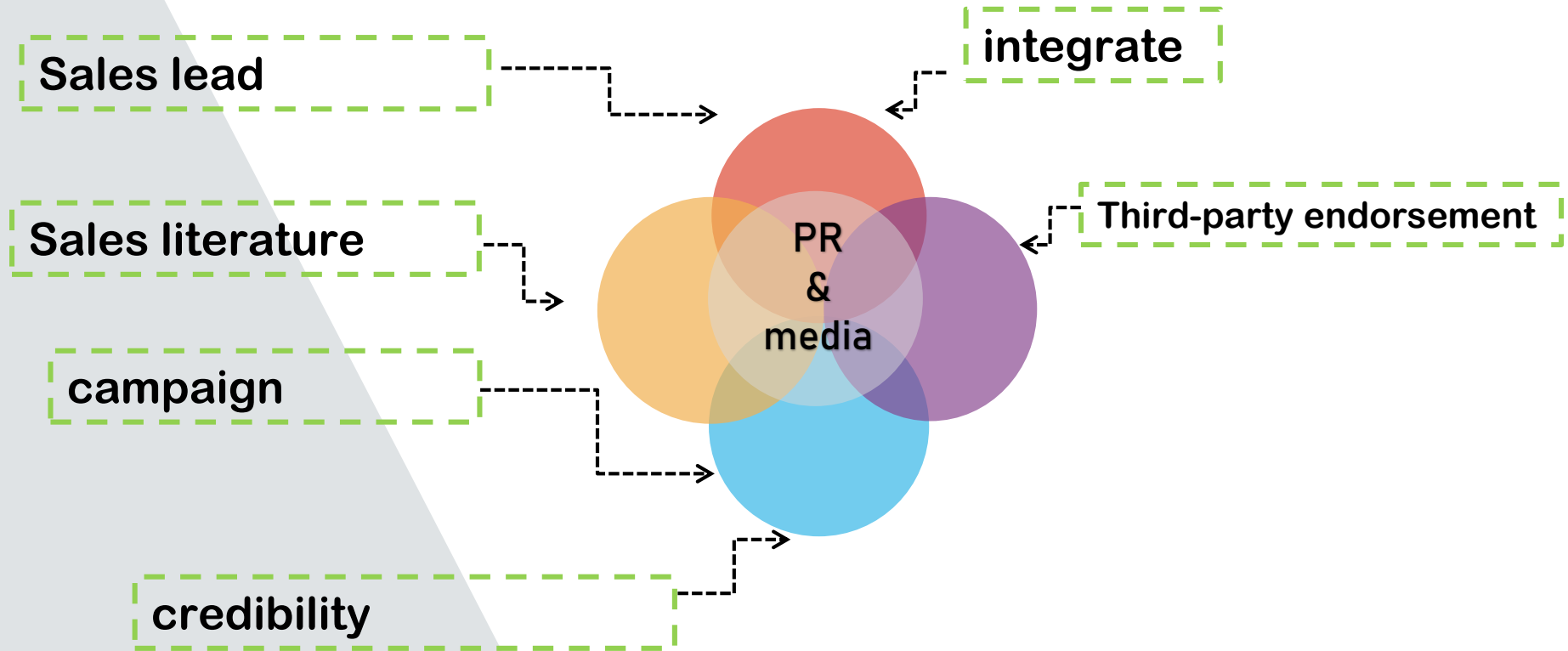
Thanks a lot for your kind invitation.
Unfortunately, I have something else
in my schedule on that day.
I hope we can meet up soon. Good
luck with the meeting!





Unit Summary







The Importance of Cross Cultural Communication in PR

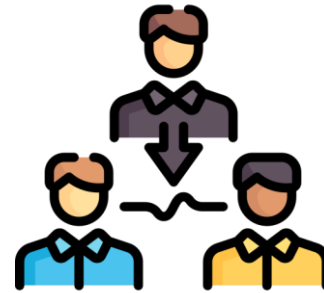


Effective cross-cultural communication is crucial for today's globalized business community. This is especially true in the world of PR, where words can make or break the success of a company's media outreach efforts. PR is a communication-driven profession that deals with people living in various countries with diverse cultures. It is important that PR professionals have the capacity to deal with their foreign counterparts and be able to implement successful PR campaigns that will appeal to those in their respective countries.



1. Familiarize Yourself with Other Cultures

Culture is a powerful factor that provides a foundation for which our worldviews are shaped. When people take on the challenge of working across borders, misunderstandings can arise, sometimes without knowing that culture is a central factor.



Cited: <http://gkpr.com/importance-cross-cultural-communication-pr>



2. Be Aware of Your Own Culture

According to Edward T. Hall, an anthropologist and author of several international communication studies, culture is essentially hiding in plain site for those immersed in it, resulting in a lack of recognition. This can lead to miscommunication even if you've taken the time to study a foreign culture. Self evaluation of your identity is important as it results in increased awareness and flexibility in your interactions.



Cited: <http://gkpr.com/importance-cross-cultural-communication-pr>



3. Patience

According to David Livermore, President at the Cultural Intelligence Center, the key to cross-cultural communication is patience – so simple that some of us tend to forget it. Patience is a lost art in our busy work cultures. In the age of instant gratification and technology, we have been trained to expect a certain pace when dealing with others. Patience is not a trait that has been fostered, and is a truly difficult skill to master, especially when confronted with deadlines and work pressure. Nevertheless, patience is crucial in building business relations.





Figure 1.4 The Many Roles of a Public Relations Professional



Source: Alfredo Vela, TICs y Formacion, Spain (<http://ticsyformacion.com>).

Terminology and useful expressions



Expression



How awful!
Terrible?
That's unbelievable!
So what you're saying is
You mean that
Really?
Promoted?
How amazing! Congratulations!

Exchanging information



That's so true

I heard that too. I wonder how

Apparently,



By the way, I heard on the grapevine that

I can't imagine ...

I suppose

Ah, no! It seems that.....



Tick the phrases that show that your information is based on what you've heard on the grapevine, rather than what you know. Follow the example.



According to Jane, ... ✓
I'm sure that...
I overheard Ben saying...
Apparently, ...
I'm convinced that...
I heard on the grapevine that...
It's certain that

It seems/appears that...
By all accounts, ...
...so I'm told.
It's guaranteed that...
Did you hear that...?
I heard that...

Global public relation



**Language
barrior**

**Implicit
VS
Explicit**

**Power
Distance**

Unit summary



Exchanging information



❑ **USEFUL TIPS:** Here are three ways to get the information you want within your organization:

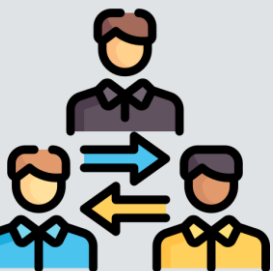
- ❑ First offer appropriate information yourself. If you want to find out about a particular area, offer information of your own first to show you can be trusted. Think carefully about what information is appropriate to pass on to others.



Exchanging information



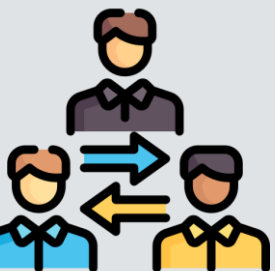
Ask questions indirectly. If you want to ask about somebody or something, use statements with question tags rather than direct questions, for example, **You know John, don't you?** rather than **Do you know John?**



Exchanging information



A direct question may frighten someone into remaining silent but a statement that sounds more like speculation will often be confirmed or corrected by somebody with better information.





End of section



To be continued

Exercise



Exercise: Read and Share your idea



The nations of the world are becoming more and more connected. And that makes global communication more important than ever. Different cultures have different views and different ways of expressing them. Here are some common cultural differences:

✦ Many cultures favor collectivism. In other words, the success of society is more important than individual success. Their business practices may seem strange in places that favor individualism.

✦ Westerners often experience more than a **language barrier** in non-Western countries. In these countries, communication is often **implicit**. This differs from Western **explicit** communication. In Western countries, people expect verbalized meaning.

✦ In some cultures, it's important not to **lose face**. People might avoid saying "no" so they don't offend each other. Instead, they use nonverbal cues.

Be aware of **power distance**. In some places, it's okay for one person in a group to make all the decisions. But elsewhere, people expect everyone to be included.

Cited: Career Paths: Public relations

Exercise: Read and Share your idea



Exercise: Read the text and complete the table below

Practice	Cultural expectation
Low power distance	1.....
2.	people expect other to clearly state what they mean.
Individualism	3.....
Avoiding offense	4.....

Cited: Career Paths: Public relations

Exercise: Match the words or phrases (1–8) with the definitions (A–H).



- 1 nation
- 2 explicit
- 3 lose face
- 4 nonverbal
- 5 verbalized
- 6 collectivism
- 7 power distance
- 8 language barrier

- a) spoken
- b) Communicate clearly and directly
- c) the people or government of a country
- d) the idea that society as a whole is more important than individuals within it
- e) a measure of how much people accept unequal decision-making power
- f) to be humiliated
- g) not involving words
- h) the struggle to communicate because people speak different languages

Listen to a conversation between two students. Mark the following statements as true (T) or false (F).



.....1 According to the man, the language barrier was very challenging during his trip.

..... 2 The speakers are accustomed to an explicit communication style.

..... 3 The man accidentally offended his boss.

Listen again and complete the conversation.



Listen again and complete the conversation.

Student 1: Hey, Max. You're back from your summer internship! How did you like 1overseas?

Student 2: It was great! You know, I learned a lot about communicating in 2 Student 1: Oh, yeah? I bet the 3was tough

Student 2: Actually, that wasn't a big deal. The 4communication style is what really confused me. Student 1: What do you mean exactly?

Student 2: For example, I asked my boss for a day off. He 5 that my request would be difficult

Student 1: That's all? What did you do?

Student 2: waited a couple of days and then 6again. He told me the same thing



Dear Carrie: I'm the head of a small nonprofit organization. Next week I will give my first **speech** in front of the organization's supporters. This will be my first time giving a **presentation**, and I'm **nervous**! Do you have any advice for me?
— Wayne in Galindo County

CARRIE THE CAREER COACH

Dear Wayne: Take a deep breath. You'll do great! Just be prepared and follow an established **speechwriting pattern**. First, evaluate the ideas you want to express. Then, write a **statement of purpose**. This statement will guide you and help you focus your thoughts.

At this point, gather supporting **evidence**. Plan how you will use **anecdotes** and **visual aids** to illustrate key concepts.

During your speech, adopt a **conversational tone**. This, along with good **eye contact**, will project confidence. Avoid specialized **jargon**. You don't want to confuse your audience. At the end of your speech, give a brief **summary** of the topics you covered.

Good luck! — Carrie

presentation


visual aid

speechwriting

Cited: Career Paths: Public relations

You can also split your content



- 6**  Listen to a conversation between two company managers. Choose the correct answers.
- 1 What is the conversation mostly about?
 - A how to improve an unsuccessful marketing strategy
 - B which tactics were responsible for an increase in sales
 - C where to release the next set of advertisements
 - D why a particular campaign was not timely enough
 - 2 What do the speakers plan to do?
 - A sell the product to athletes
 - B get a third-party endorsement
 - C cancel the advertising campaign
 - D order an analysis of the sales results

You can also split your content



7 Listen again and complete the conversation.

Manager 1: Do you think a public relations 1 _____ might help?

Manager 2: I'm 2 _____. How would that work?

Manager 1: Well, we could focus on third-party 3 _____ in addition to the advertising.

Manager 2: That's a pretty good idea. Hey, lots of people watch sports at this time 4 _____.

Manager 1: Right! Maybe an 5 _____ will endorse our drinks.

Manager 2: That kind of endorsement would be really 6 _____.

Manager 1: Okay, let's make some calls.



1 Complete the phrases with words from the box.

saying that's mean how really other know terrible

To show empathy

- 1 I what you mean.
- 2?
- 3 That's!
- 4 so true.
- 5 amazing!

To paraphrase

- 6 So in words...
- 7 So what you're is...
- 8 So you that...

2 Group these expressions that show empathy under the correct heading, following the example.

- | | |
|------------------------|---------------------|
| 1 That's wonderful! | 6 How amazing! |
| 2 How terrible! | 7 Great! |
| 3 Fantastic! | 8 Oh no! |
| 4 That's unbelievable! | 9 How incredible! |
| 5 That's awful! | 10 That's dreadful! |



Speaking



Read the text then answer the following questions;

- ☐ Research. What is the problem or situation?
- ☐ Action (program planning). What is going to be done about it?
- ☐ Communication (execution). How will the public be told?
- ☐ Evaluation. Was the audience reached and what was the effect?



Credit website

01

www.npru.ac.th/logo

02

www.npru.ac.th/gallery.php

03

<https://www.freepik.com>

04

<https://www.flaticon.com>



Credit Books

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Theaker, A. (2012) The Public Relations Handbook. New York: Routledge

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Evan, V. et al. (2015). Career Paths: Public Relations. UK: Express publication

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Wilcox, D. L. et al. (2002) Public Relations: Strategies and Tactics. New York: Pearson.



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Thank you

Any questions?



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